The Roycroft Catalog

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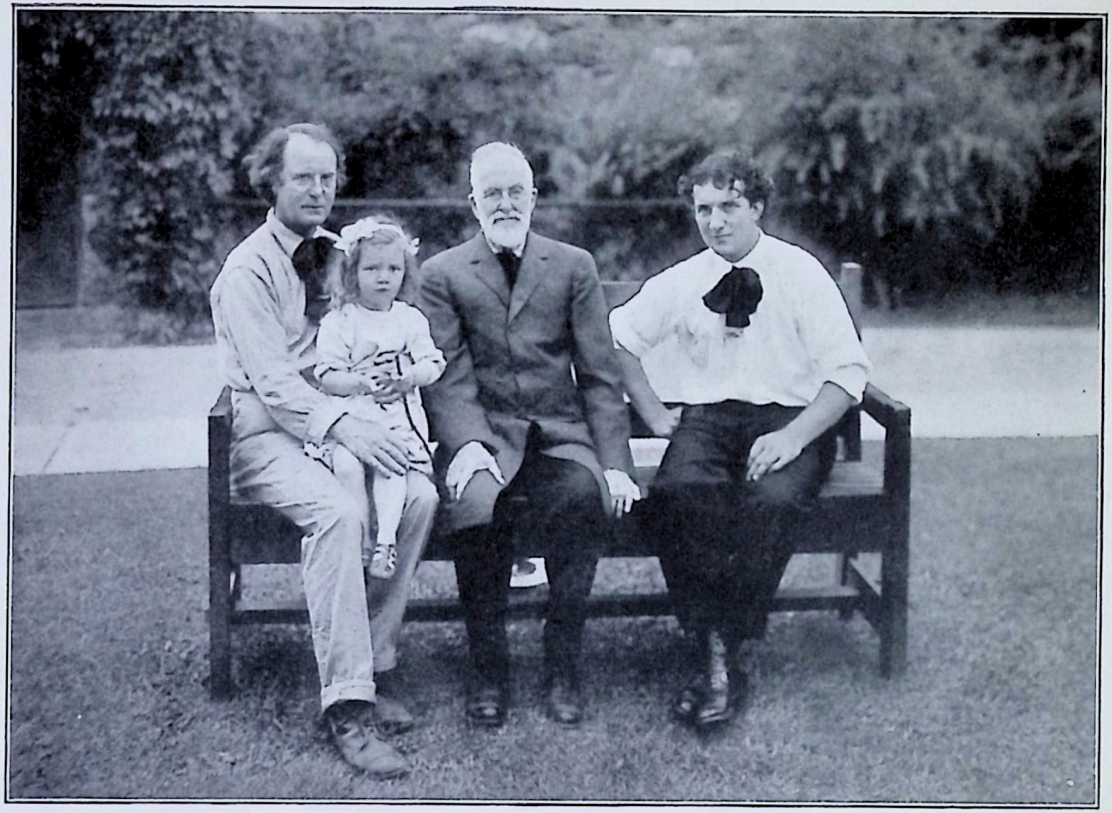
THE ROYCROFT CATALOG

of Books and Things

Made by us in our Shop at East Aurora,
Erie County, New York, U.S.A. mcmix

Copyright
1909
By Elbert Hubbard



FOUR GENERATIONS OF HUBBARDS, ALL GOOD ROYCROFTERS

Art is Man's Expression
of Joy in His Work.

PRONUNCIAMENTO

E SELL the articles mentioned in the following pages. We might give them away, but we prefer not to. ¶ By giving the things away we could escape the charge of being "commercial," but there are two objections to this plan of disposal.

First, people do not prize or appreciate that which they do not pay for.

Second, if we gave away the results of our thought and labor, we would have to ask Mr. J. Pierpont Morgan to endow us, in order that we might live. Thus would action and reaction be equal.

The Roycrofters do not trespass on the preserve of Weary Willie. The Roycrofters devise, invent, plan, create—work. They live in the country and have all the time there is. The result of their labor is yours—for a fair consideration.

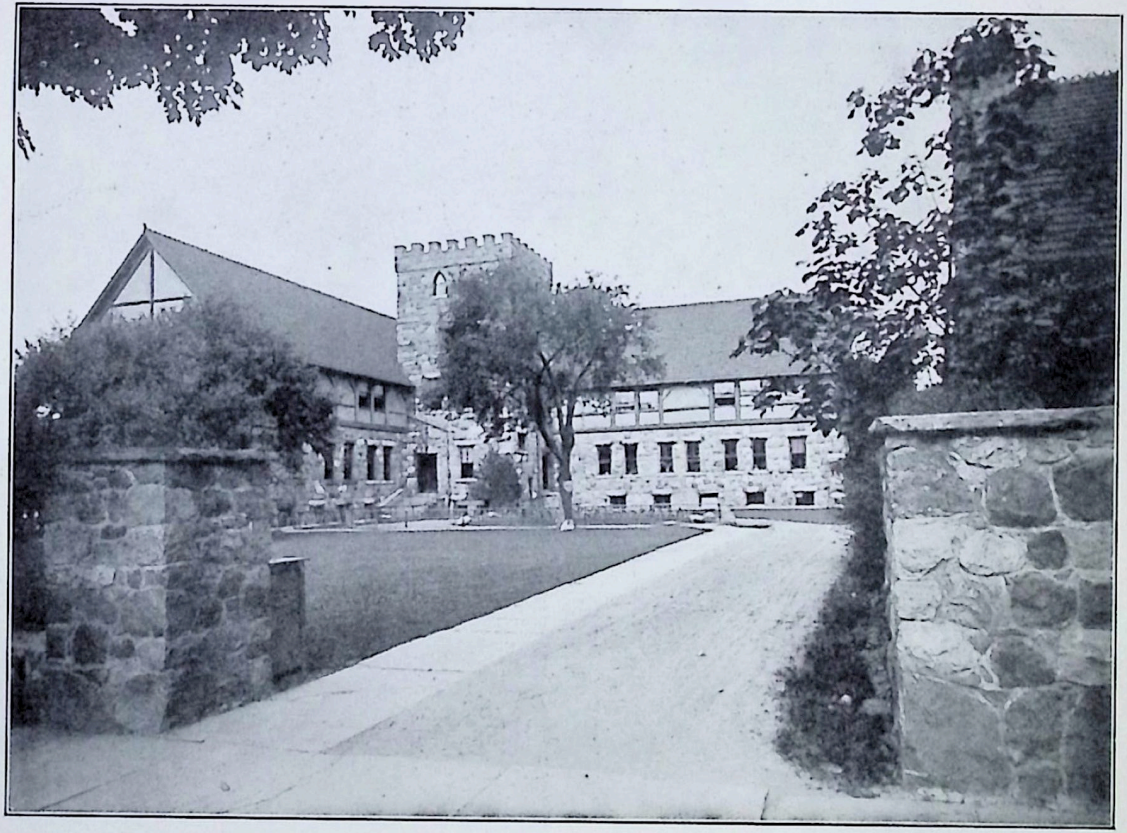
Many of the things are peculiar and unique.

An early selection is advised.

Holiday week for us, usually, carries an undertone of bass growls and shrill falsettos from lost souls who failed to order their Roycroft goods for presents until the day before Christmas, and then expected us to get the Choice Things to them by Christmas Morning. And the moral is: Order early.

THE ROYCROFTERS, East Aurora, New York

The Mails go everywhere—and quickly, too. We pay all carriage



THE ROYCROFT SHOP

THE ROYCROFT CHAPEL

THE DOCTORS

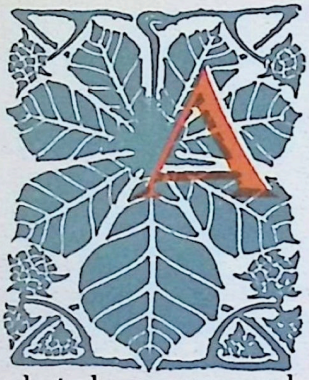
A Satire in Four Seizures
By Elbert Hubbard

A SILLY play, eliminated for relief of the author, and now published for the first time. ¶ In the cast are doctors with whiskers, doctors clean-shaven, wise old doctors, fresh and forward internes, smart young surgeons, puffy family physicians, and a specialist who has traveled far and acknowledges that he knows nothing. Of course there are nurses and pretty patients, also a preacher and an obese limb of the law. Cupid enters, for you can't even keep the rogue out of a hospital, and all ends happily as a play should. Painfully illustrated on butcher's paper and illumined with cantharides. Bound in human hide, limp, lined with iodoform gauze, sewed with catgut, and flavored with formaldehyde. Price, $2.00.

P. S.—Not being able to get enough human hide we are using suede sheep, instead.

WOMAN'S WORK

Being an Inquiry and an Assumption by ALICE HUBBARD



ALICE HUBBARD believes that woman is the equal of man—if she is. Also, that woman is no better than man—unless she is. The message of her book has in it none of the ingredients used in the sop served to Cerberus. It is neither a soporific nor a sedative. You may not agree with all that Mrs. Hubbard says, but you will understand what she means, and she will make you cerebrate. ¶ The truth is, woman is here, and this fact is at last acknowledged by most men who study the signs of the times. There are those who favor deporting the negro, but no one so far has suggested deporting woman. The next question is, How long shall she be legally regarded as a minor and a defective—a sort of divine P. S.?

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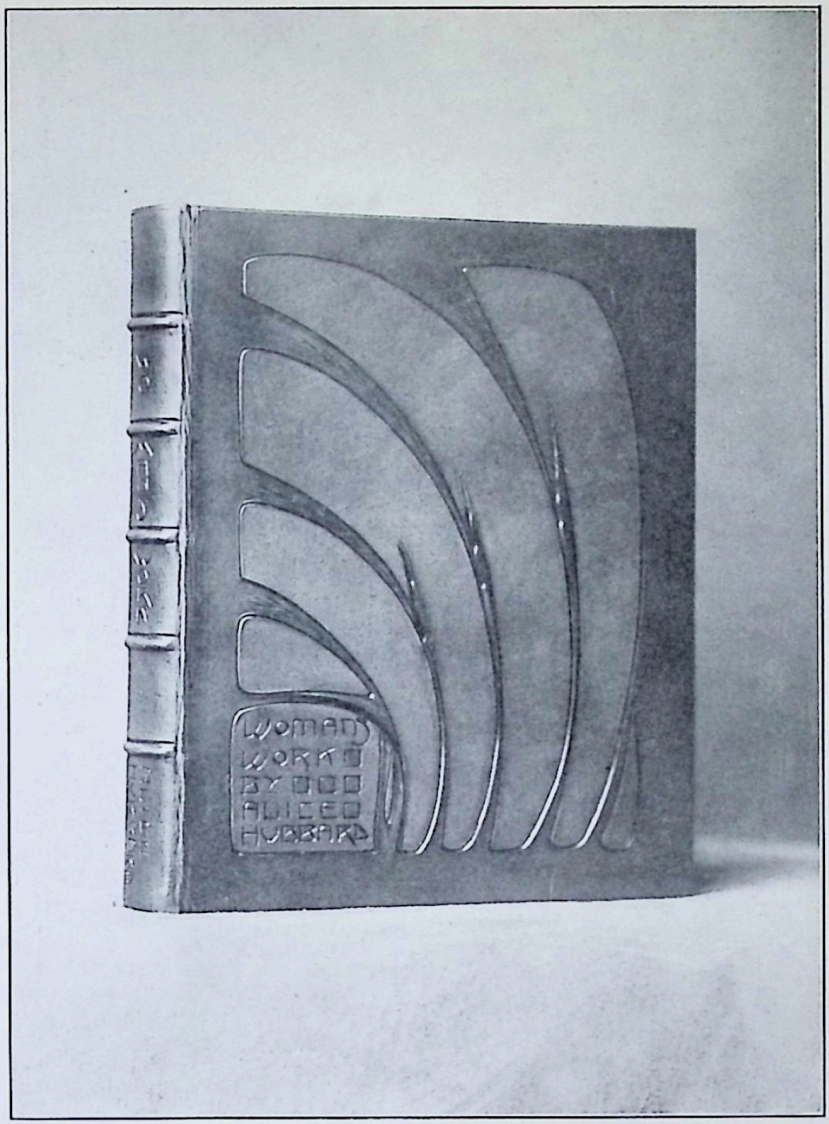

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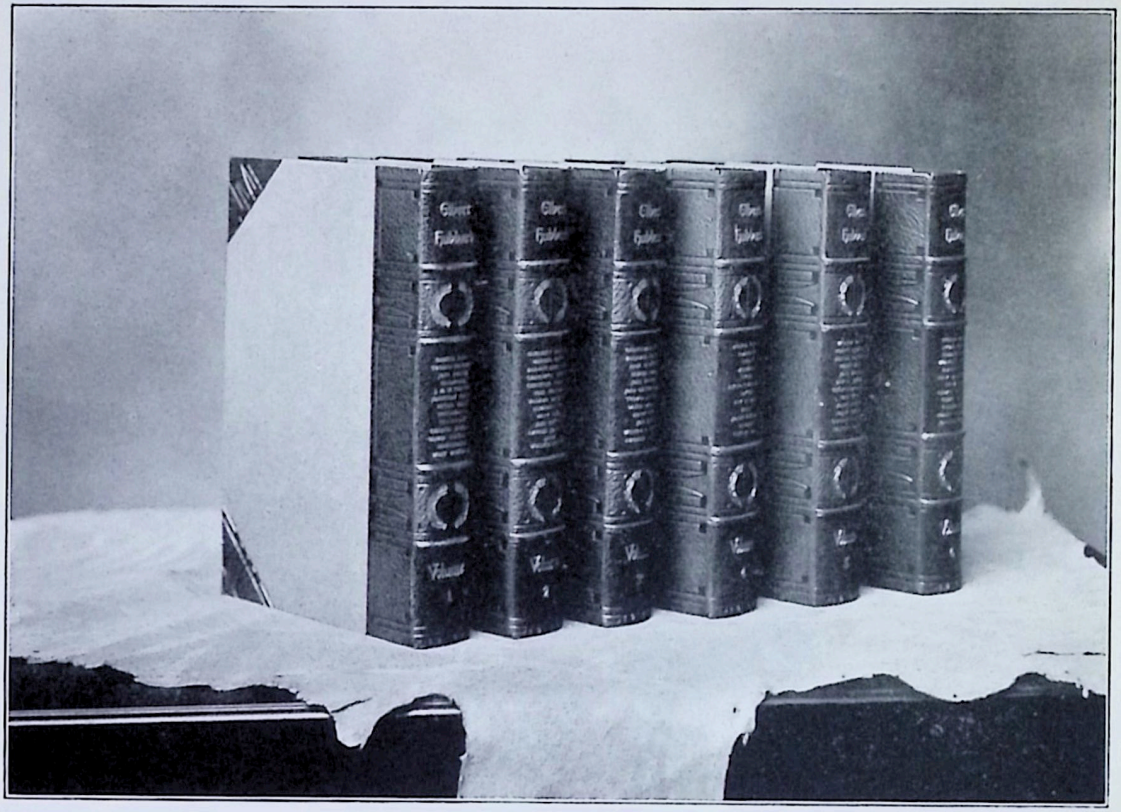

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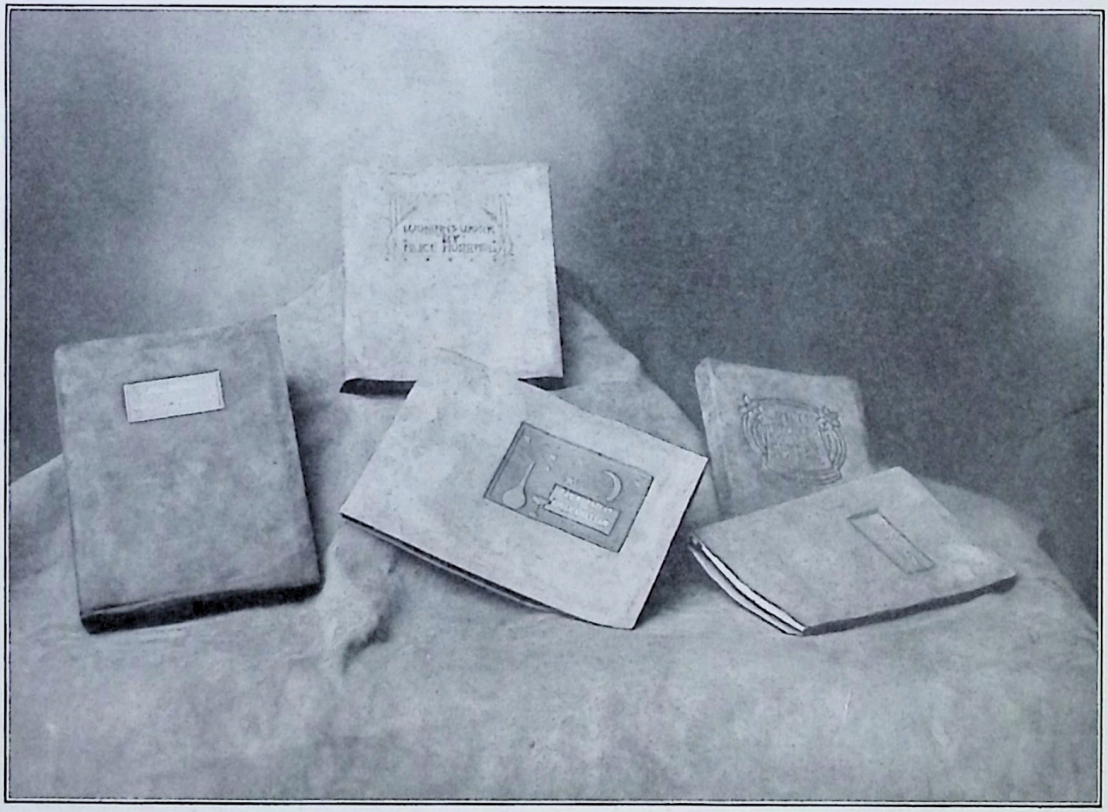

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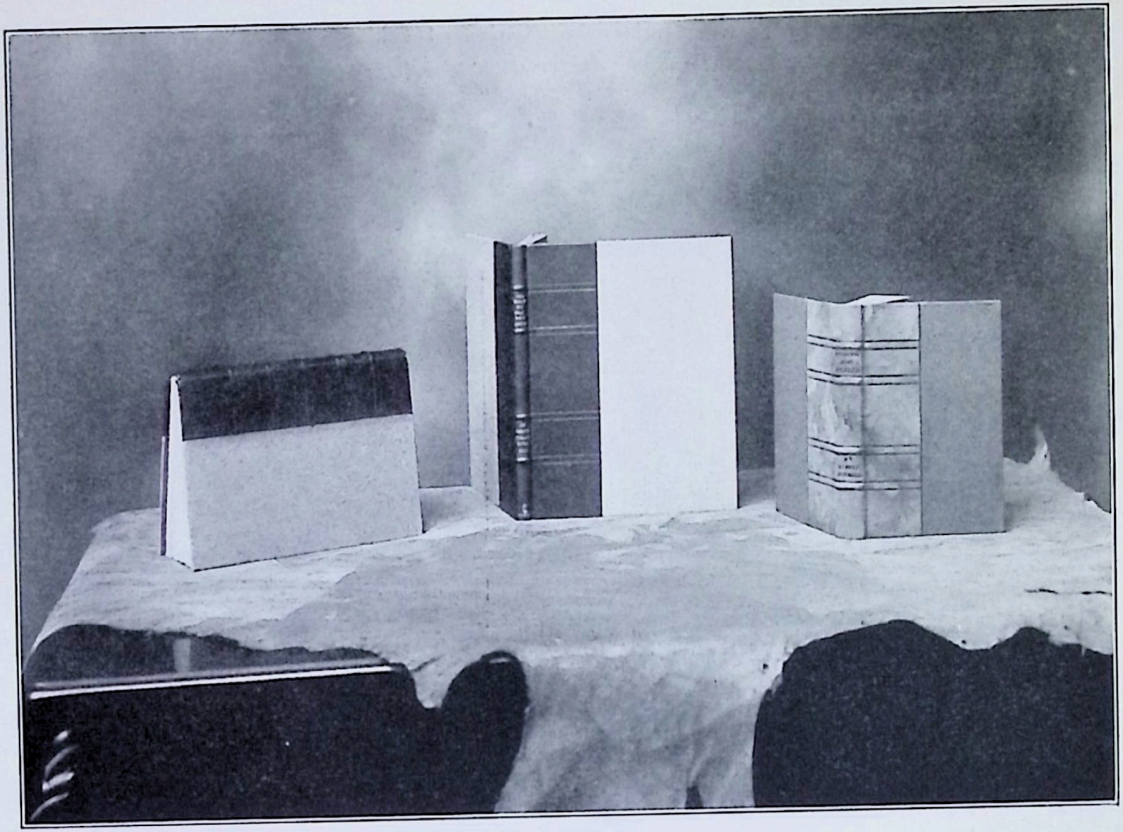

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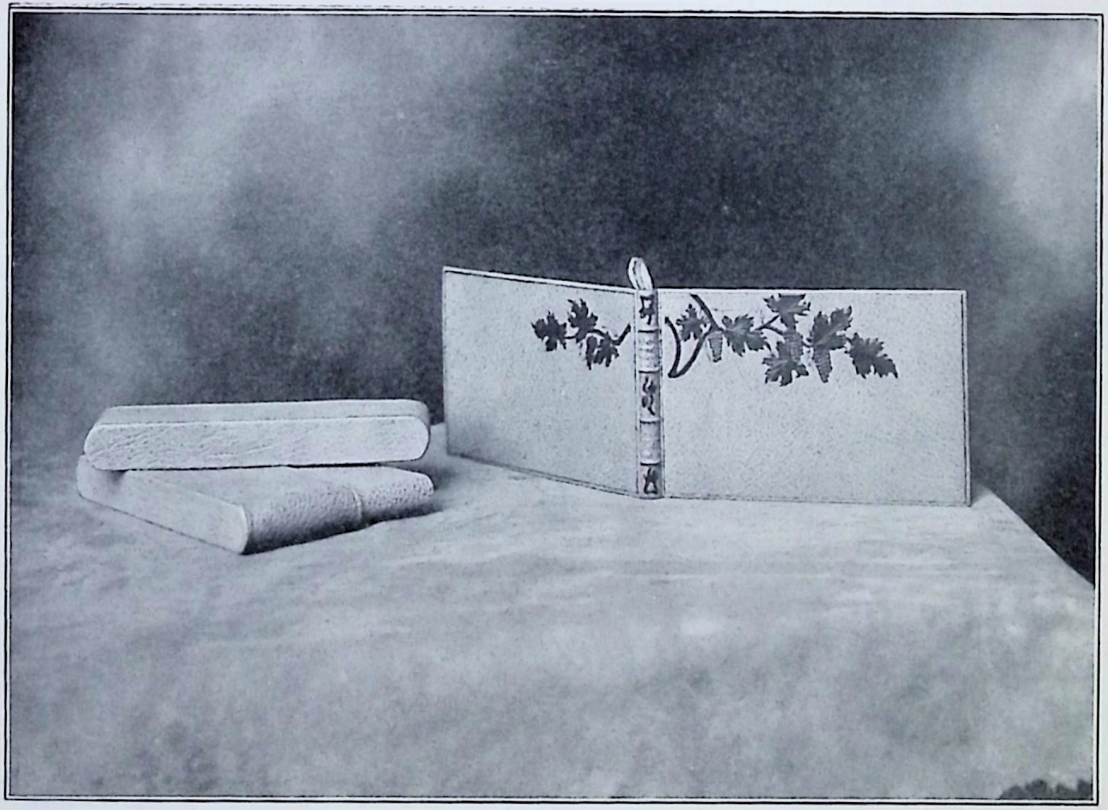

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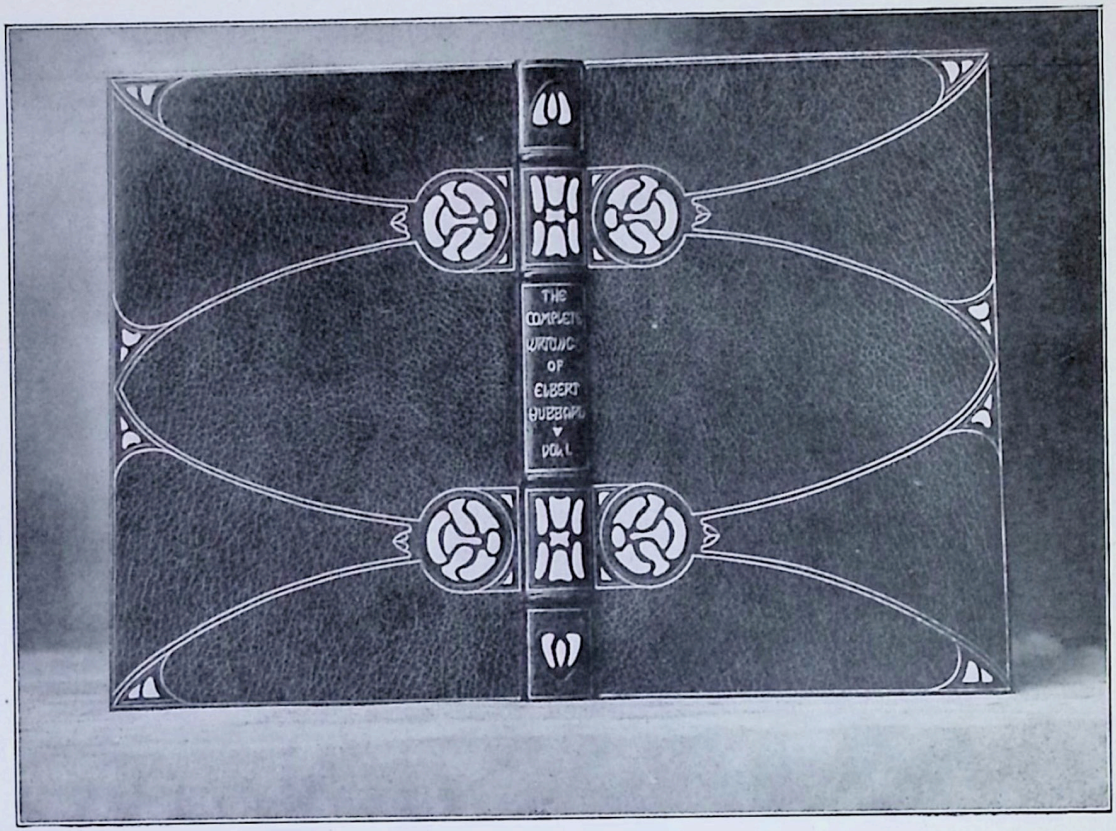

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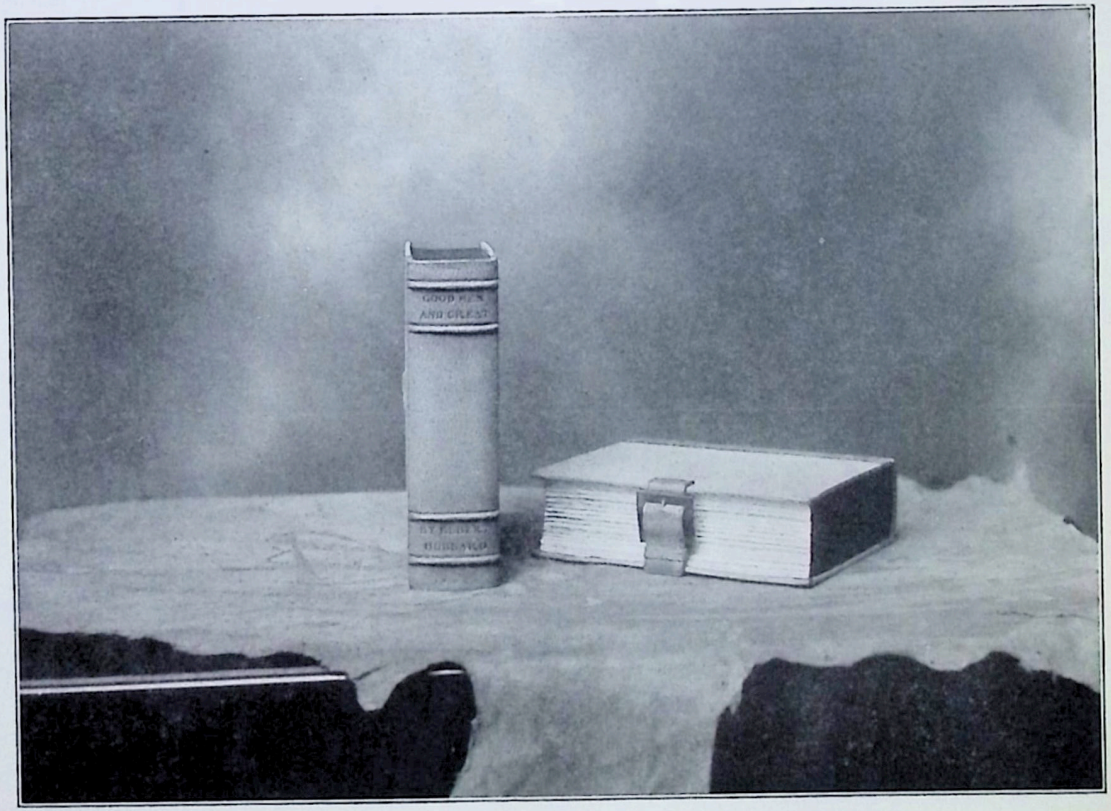

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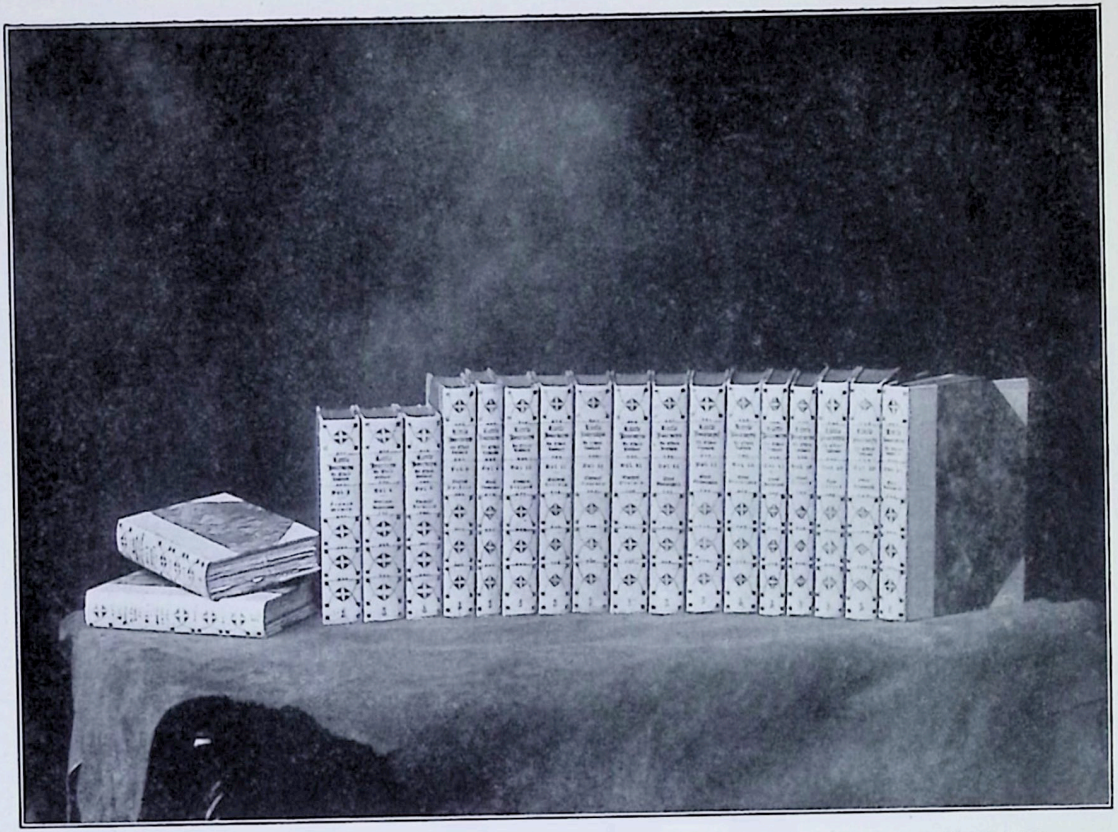

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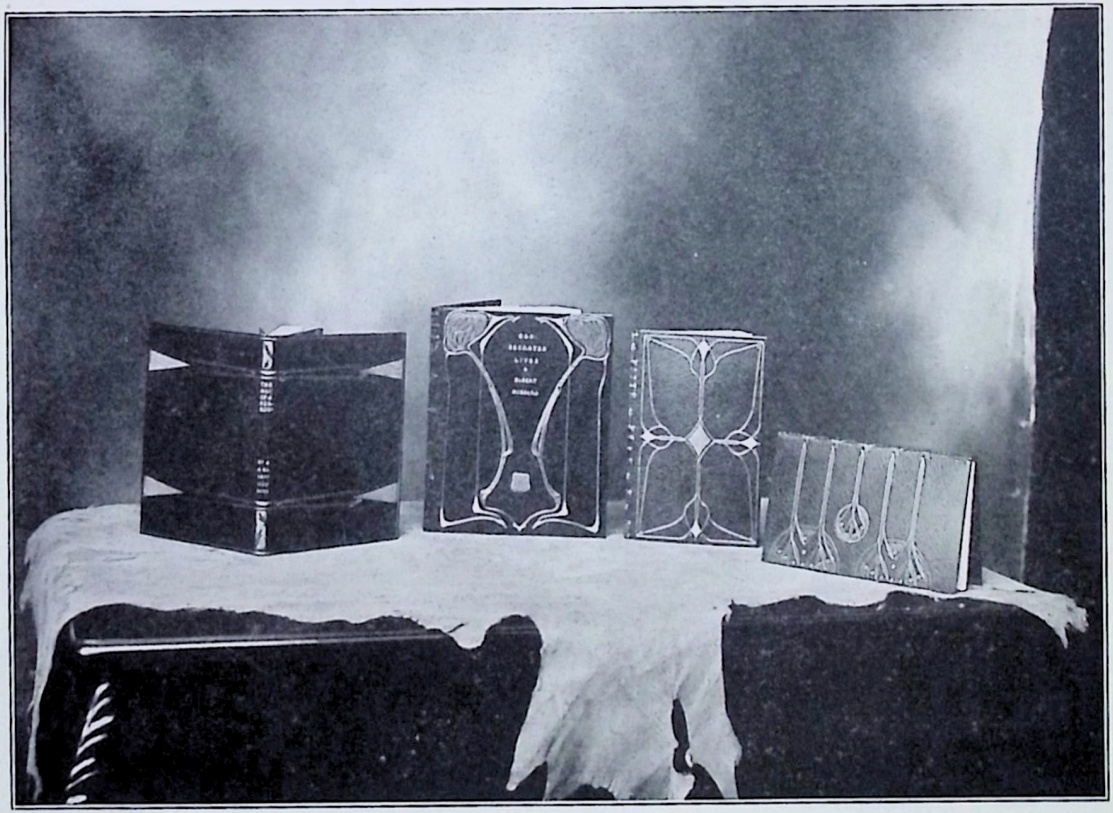

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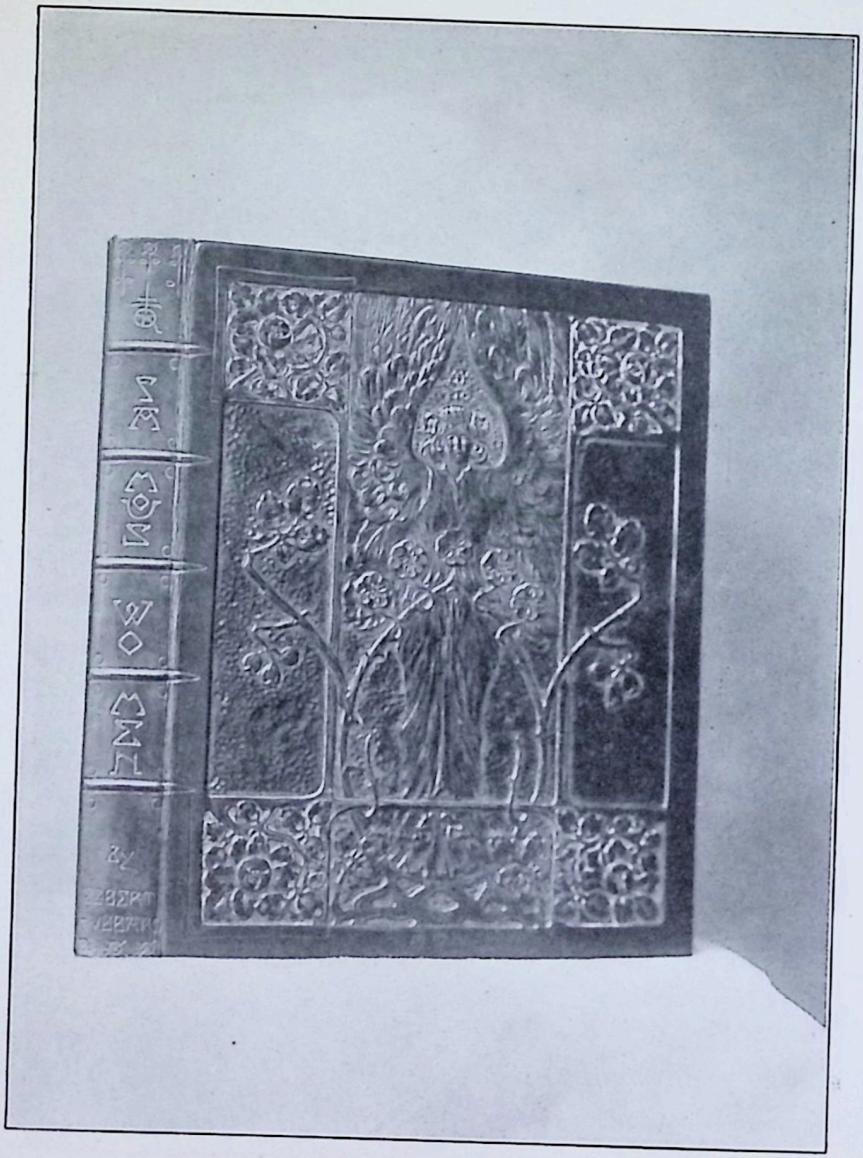

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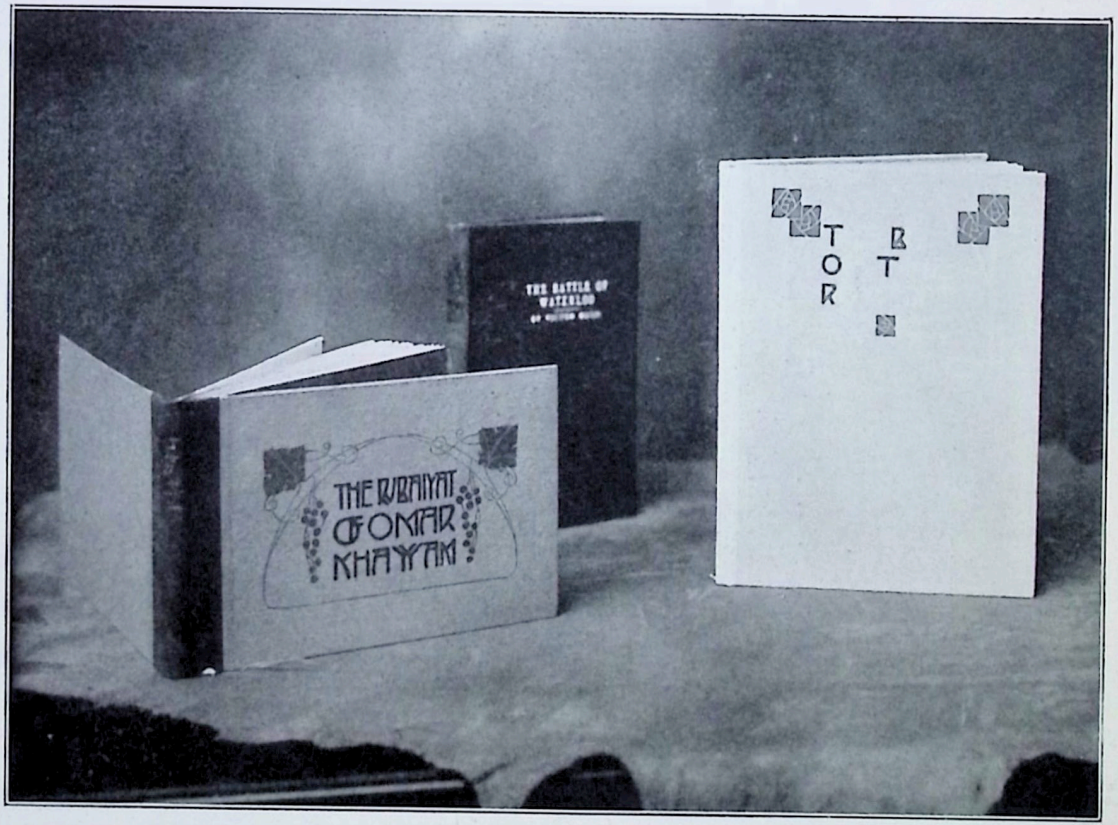

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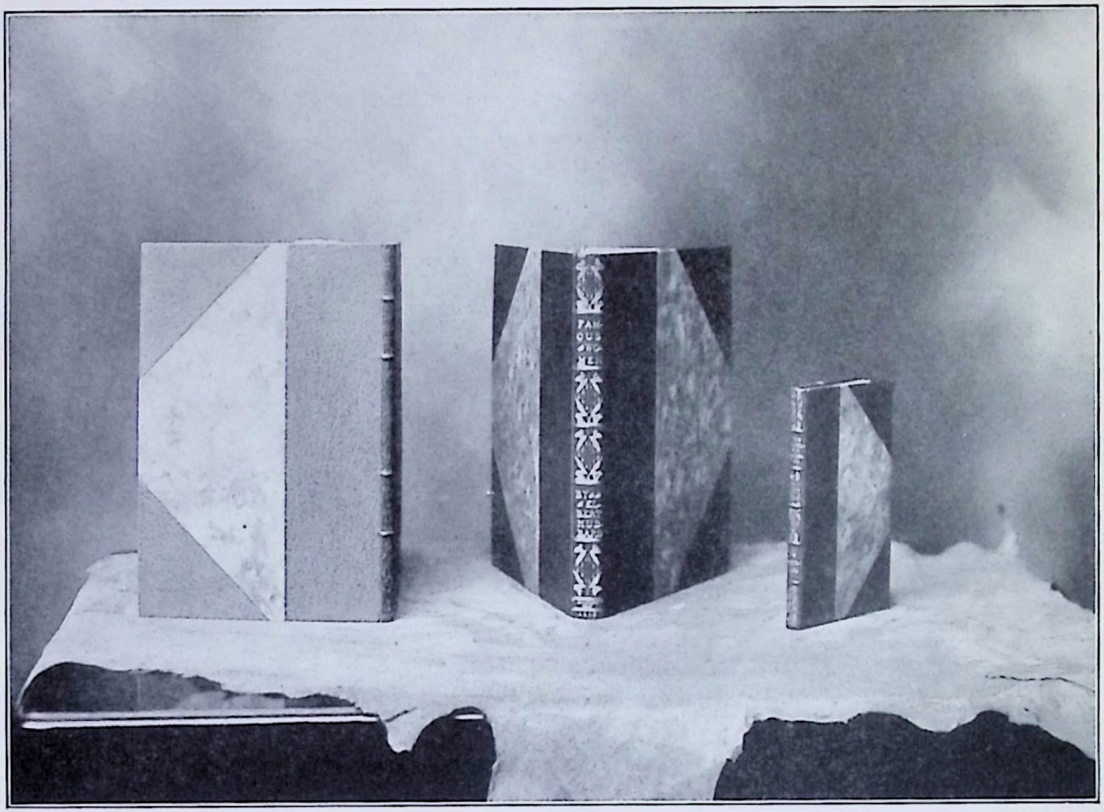

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